

I am the general manager of Stations KAZR, KIOA, KLTI-FM, KRNT, KSTZ, and KPSZ in the Des Moines, IA, area. The following are examples of the kinds of events we are involved with in Des Moines to serve our listeners. These examples are really only the bigger events we participate in and this only represents KSTZ, Star 102.5, one of our six stations! All of our stations are involved in activities to help community and charity groups in central Iowa. In addition, members of our staff serve on a wide variety of committees and charitable foundations, including the Blood Bank of Central Iowa, National Committee for Community and Justice, Combat Hunger and the Des Moines Chamber's Committee on Diversity. We feel it is our duty to serve everyone, especially those less fortunate, in Des Moines and central Iowa.

We believe that these types of public service endeavors are unique to local free over the air radio which the satellite radio providers could never match. Allowing them to "localize" their services could jeopardize free over the air broadcasters from being able to provide these kinds of services.

JANUARY:

STORK AFFAIR: To educate and inform young families of Central Iowa, STAR 102.5 and Mercy Medical Center teamed up to launch Stork Affair. The Stork Affair is an educational expo with workshops and information for expecting parents. The free event also offered Car Seat Safety Checks to raise awareness of infant safety procedures. The 24 promotional messages on STAR 102.5, together with nine breaks during a three-hour live remote broadcast, produced attendance of more than 2,000 moms and dads-to-be, enriching the lives and safety of the next generation in Central Iowa.

MARCH:

EASTER AT LIVING HISTORY FARMS: Living History Farms is a living museum, and is home to three historic farm homes, including the Flynn Mansion, an historically correct 1800's village complete with operating shops and shopkeepers, and three working farms. Living History Farms is the perfect family activity any time of year, but especially in the spring, when STAR 102.5 opens the museum's season with Easter at Living History Farms. The event is geared toward young families and includes: Easter egg hunts, carriage rides, fun, food, and photos with the Easter bunny. STAR dedicates two weeks of airtime prior to the event, running 50 live liners and 50 - :60 second promotional spots. More than 20 station representatives staff the event as we broadcast live from Living History Farms. The event perennially draws crowds of nearly 4,000 people and keeps Iowans in touch with our economic roots in agriculture, as it raises over \$10,000 for the Living History Farms Foundation, keeping historical education alive for Iowa's youth.

APRIL:

FREE FLICKS: Central Iowa is under construction—road construction with the renovation of I80, I35, and our freeway I-235. This has caused a lack of travel into downtown and hardship for downtown businesses. To help City of Des Moines officials ease the problem, we helped create a new event in 2003, Free Flicks. Each week, Free Flicks were presented along the riverfront at one of the city's most scenic venues, Simon Estes Riverfront Amphitheater. The promotion helped Central Iowans get comfortable with construction re-routing, promoted downtown Des Moines overall, and helped increase traffic into the city. Family-oriented movies were projected onto a big screen along the riverfront, creating memories as it re-educated the city's residents. The four-week series was promoted with 170 mentions and drew crowds of nearly 2,000 a week. While our partnership with the City and the not-for-profit Des Moines Park and Recreation (DMP&R) was not designed to generate profit, the board received more than awareness. Attendance

exceeded expectations and through free-will donations and sponsorships, the DMP&R netted over \$1,000. The money was earmarked to help reduce taxpayer subsidy for services that DMP&R provides.

MAY

CHILDREN'S MIRACLE NETWORK (CMN): Leading into the Memorial Day holiday, STAR 102.5 takes time to remember the children who face each day fighting for health and life. We cease normal broadcasting for 102 hours, as we broadcast live from the Children's Hospital of Iowa, which directly benefits from our fund-raising efforts. Morning team "Big Ken and Colleen" handle all on-air aspects of the "radiothon" from the hospital, however the team effort is extended to departments throughout the station. Nearly twenty-five staff members from the promotions, production, programming and sales departments put in over 1,000 hours for CMN, from finding sponsors to answering phones and on-site assistance. The hard work of the entire team paid off; Big Ken and Colleen's Kids contributed over \$154,191 to the charity.

MOTHERS' DAY AT THE ZOO: Blank Park Zoo is a community favorite and gives so much to our listeners. That's why STAR 102.5 teams with them every year to give back to them and a great portion of our listening audience - mothers. STAR dedicates 52 on-air liner mentions to promote Mother's Day at the Zoo. We invite moms to bring their 'little critters' to the zoo to enjoy a day of fun and relaxation with those they love the most - their children. While the zoo still charges admission, we honor moms with free roses and chocolates for their special day. With over 2,000 people attending, the event raised over \$10,000 for the Blank Park Zoo Foundation, creating revenue and goodwill that will benefit the community for years to come.

JUNE

DES MOINES ARTS FESTIVAL: Cultural exposure is of utmost importance at any age. One of the most influential and exciting forms of culture is art. That's why STAR 102.5 embraced The Des Moines Arts Festival. Now ranked "fifth best arts festival in the nation," The Des Moines Arts Festival draws a crowd of more than 200,000 locals and 150 artists from across the country and sets them center stage on the bridges of downtown Des Moines. Over the three-day event, STAR 102.5 devoted almost 15 hours of broadcast to the festival and provided a custom-mixed soundtrack for Friday night's fireworks display. STAR also dedicated 175 liner mentions to the festival in the two weeks prior to the event. STAR 102.5's fifteen promotions staffers were also on-site throughout the weekend, providing families with KidFind bracelets, ensuring that families would stay together while traveling throughout the festival. STAR staff donated 60 hours on site and applied over 1,000 KidFind bracelets.

SELEBRATE SUMMER: Selebrate Summer is geared to raise awareness of our wonderful parks and trails in Central Iowa and is "the" summer kick-off event in Des Moines. In 2003, 6,500 people gathered along the shores and hiking trails around Gray's Lake to enjoy summer foods, entertainment, and a stellar fireworks show. STAR supported Selebrate Summer on-air with 53 live liner mentions and on-site with three staff members. While this was not intended to be a profit center for the city, this event raised \$1,600 for the City of Des Moines Parks and Recreation department, which was set aside to fund programs and activities throughout our parks year 'round.

JULY

NITEFALL ON THE RIVER: STAR 102.5 presents Nitefall on the River every summer at the Simon Estes Amphitheater, overlooking the Des Moines River. Last year, 8,672 Central Iowans grabbed blankets and lawn chairs and headed down to the

most scenic concert venue in Des Moines to enjoy live music every Thursday. STAR supported this event on-air for eight full weeks with 325 liner mentions and eight live two-hour broadcasts from the event.

JAZZ IN JULY: It is said that man does not support the arts; the arts support man. Des Moines is fortunate to have a Metro Arts Alliance designed to help all artists connect with the community. Metro Arts' most high-profile event of the year features its musician members and the concept is remarkable: Jazz in July is a month-long concert series—a free concert every day for thirty-one days, each at a different location in the greater Des Moines metro. Not only does Jazz in July encourage station involvement in all areas of the city, it gives something amazing to the community we serve—music and memories under the stars, and access to the arts for all, regardless of ability to pay or travel to a concert venue. STAR 102.5 promotes each concert on-air with recorded promos and donated weather sponsorships. As on-air talent greets visitors, staff hands out free ice cream treats to the crowd. The event draws nearly 90,000 people to the series throughout July, and raises almost \$25,000 for our Metro Arts Alliance. This money ultimately enriches our Central Iowa community by connecting its people to the arts.

AUGUST

KIDFIND AT THE IOWA STATE FAIR: Everyone in Iowa knows August is Iowa State Fair time! STAR 102.5 provides a valuable service to fair-goers with the KidFind Headquarters. STAR 102.5 spends two weeks and uses 336 live liners to inform mothers and fathers to make use of this important service. For 11 hot and crazy days in August, over 20 members of the STAR staff spend 264 hours wrapping 5,000 little wrists with KidFind bracelets. These bracelets are to help reunite lost children with their families—after all, it's easy to lose sight of little ones among the one million people who attend the Iowa State Fair each year. STAR also broadcasts live for 55 hours during the fair, covering various fair events and attractions on the air and on our website, star1025.com.

THE DOWNTOWN FARMERS MARKET: Every weekend throughout the summer, The Downtown Farmers Market, sponsored by the Downtown Community Alliance, draws nearly 10,000 people to the historic Court Avenue District. STAR 102.5 has helped grow the market by promoting the non-profit event with 1,222 donated liners over a 24-week period. The Downtown Farmers Market runs May through October, and STAR broadcasts LIVE from the market on seven Saturday mornings throughout the summer. While on hand, we partner with Mercy Medical Center to provide health and wellness tips free of charge to all who visit the event. Medical topics covered include heart health, breast cancer awareness, and general wellness practices.

SEPTEMBER

OUTDOOR MOVIES: With the success of May's Free Flicks, Des Moines Parks and Recreation (DMP&R) wanted to try a similar attraction to showcase another park. STAR's Free Flicks returned in the fall with free family movies at Gray's Lake, projected onto a big screen in the great outdoors. STAR's efforts brought the community into Des Moines' newly refurbished and expanded park, making it a new family favorite. The four-week series drew crowds of nearly 1,500 each week. STAR 102.5 provided on-air support for the event with 257 promotional mentions and on-site announcements from on-air talent. Though not intended to be a fundraiser, the event raised nearly \$1,000, which will help reduce taxpayer subsidy for DMP&R services throughout the year.

OCTOBER

NIGHT EYES: Halloween Costumes, treat bags, inflatable toys, dancing pumpkins, and a lighted path through the Blank Park Zoo create a "merry not scary" Halloween event. Over 26,000 attended this "safer Halloween" event in 2003. Best of all, Night Eyes raised over \$100,000 for the Blank Park Zoo Foundation. Fifteen radio station staff logged more than 70 volunteer hours, over 12 hours of broadcast time over six nights, and handed out over 317,000 pieces of candy to excited costumed youngsters. STAR also committed 143 LIVE liners over a two-week period to pre-promote this event.

NOVEMBER

COMBAT HUNGER: STAR 102.5 reaches out to the community during the coldest winter months to Combat Hunger. Combat Hunger has been an event planned and executed by STAR 102.5 since its debut nearly 15 years ago. In 2003, our efforts and generous support from STAR listeners raised more than 211,000 pounds of food for the Food Bank of Iowa. STAR employees spend four months coordinating internal food drives in 35 Central Iowa schools, and over 150 Central Iowa businesses. STAR promotes this event on the air with 458 live liners and 50 minutes of promotional time. The Iowa Army National Guard helps pick up food, while STAR 102.5 and the local TV station KCCI News Channel 8 broadcast live for 12 hours each day for two days from one of the busiest downtown intersections as 3,000+ Iowans drive by and drop off donations. Over 500 volunteers donate 1,000 hours. STAR staff hours number about 240; that translates into food for hundreds of those in need.

GUSTER FOR HUNGER: STAR 102.5 decided to add a new element to our heritage Combat Hunger efforts in 2003. With the help of Reprise Records, STAR 102.5 presented Guster for Hunger, a concert to further benefit the Food Bank of Iowa. Organization and production of the concert included almost twenty staff members and 100 hours of preparation from program and music directors, talent who introduced the band at the show, and promotions staff who distributed tickets and assisted on-site the day of the show. Tickets sold for \$10 each and admission to the concert required a canned good donation to the Food Bank of Iowa. With 317 promotional announcements over a four-week period the concert was a sellout crowd of over 1,000, netting 12,000 pounds of food for the Food Bank.

FESTIVAL OF TREES AND LIGHTS: Supporting Des Moines' only children's hospital is important, and each year, STAR 102.5 is a committed sponsor of the Festival of Trees and Lights to benefit Blank Children's Hospital. The five-day festival took place over the extended Thanksgiving weekend and drew a crowd of over 35,000. The festival also included a silent auction of all trees exhibited, including a tree decorated by STAR 102.5. Over \$300,000 was raised to help safeguard the crucial and focused healthcare needed for children in need in Central Iowa.

DECEMBER

FIRE IN THE SKY: Again in 2003, STAR 102.5 made holiday memories for families with Fire in the Sky. This remarkable event draws nearly 45,000 people into downtown Des Moines to enjoy the parade of lights, marshmallow roasting and family activities, lighting of the 35-foot tree to benefit Heart Connection Cancer Programs for Kids, and a finale—the largest fireworks display in the state! All of these activities are free of charge and open to all. Fire in the Sky holds special meaning to STAR 102.5, as several members of our staff hold important roles on the event's committee, which is overseen by the Downtown Community Alliance. Together, 15 members of the STAR 102.5 staff and over 200

volunteers commit to well over 1,500 hours to the event. In addition, STAR donates over 300 promotional announcements to the event. Our on-air dedication for the weeks surrounding it as well as our staff's passion for the community, were reflected in the Des Moines Register's review, "Fire in the Sky is the official start of the holiday and Central Iowa's premiere holiday event."

JOLLY HOLIDAY LIGHTS: The holidays are a time of giving and that's why STAR 102.5 finds time to help a variety of causes. One of those is the Make-a-Wish Foundation. It's a simple little event that runs from Thanksgiving until January 1. STAR 102.5 listeners are invited to drive through a mile-long trail of imaginative lighted displays set up in the Des Moines Arboretum and it is great family fun. STAR 102.5 promotes the event on-air during the entire duration of Jolly Holiday Lights. It's a simple idea that delivers a big promise to kids in need. This year, 23,015 cars drove through Jolly Holiday Lights, raising a total of \$209,520.45 for the Make-A-Wish Foundation. With these dollars, the Make-A-Wish Foundation will grant an estimated 38 wishes.